

http://

Hispanic Technology & Telecommunications Partnership

Supporting Policies which Ensure High Speed Internet Access for Underserved Communities

DOCKET FILE COPY ORIGINAL RECEIVED

HTTP Members

Alianza Dominicana

American GI Forum

ASPIRA Association

*Association for the Advancement
of Mexican Americans*

*Cuban American National
Council*

Dialogue on Diversity

Hispanic Federation

*Interamerican College of
Physicians and Surgeons*

*Labor Council for Latin American
Advancement*

MANA, A Latina Organization

*National Association of Hispanic
Publications*

*National Conference of Puerto
Rican Women*

*National Hispanic Council on
Aging*

*National Hispanic Medical
Association*

National Puerto Rican Coalition

*U.S.-Mexico Chamber of
Commerce*

*U.S. Hispanic Chamber of
Commerce*

Veterans in Community Service

Hispanic Technology and
Telecommunications Partnership
<http://www.httponline.org>
1901 L Street, NW Suite 802
Washington, DC 20036
T: (202) 223-3915
F: (202) 429-2223
E: http@httponline.org

July 27, 2005

Marlene H. Dortch

Secretary

Federal Communications Commission

445 12th Street, S.W.

Washington, D.C. 20554

JUL 28 2005

Federal Communications Commission
Office of Secretary

Re: MB Docket No. 04-312 (Channel *39, Phoenix, Arizona, and Channel 11,
Holbrook, Arizona)

Dear Ms. Dortch:

I am writing on behalf of the undersigned organization, the Hispanic Technology and Telecommunications Partnership ("HTTP"), to support the pending proposal of NBC Telemundo License Co. (NBC Telemundo) and Community Television Educators, Inc. (CTE) to transfer the reserved designation (*) currently assigned to Channel *39 to Channel 11 in Holbrook and to authorize NBC Telemundo to operate on Channel 39 and CTE to operate on Channel *11. HTTP is the largest coalition of national and regional Hispanic organizations and represents the interests of 44 million Americans of Hispanic descent on technology and telecommunications issues. Our organization has an interest in this proceeding because of our members' mission to promote the social, political, and economic advancement of Hispanic Americans by facilitating quality education, economic resources, and technology tools and resources. For the reasons outlined in this letter, our organization strongly supports the proposal and urges the FCC to grant it promptly so that the large Hispanic population of Phoenix can have, for the first time, a choice of full-power Spanish language television stations.

The Hispanic Residents of the Phoenix Area Lack Choice in Full-Power Spanish-Language Television Programming

- According to the 2000 U.S. Census, Phoenix is the sixth-largest Hispanic center of population in the United States. Thirty-four percent of the population of Phoenix and 26.7 percent of the population of Maricopa County are Hispanic. Many of these Hispanic residents are recent immigrants who speak only or primarily Spanish in their homes.

No. of Copies rec'd 071
List ABCDE

2 HTTP Letter MB Docket.No. 04-312
July 27, 2005

- Only about 40 percent of the Spanish-dominant residents of Phoenix subscribe to cable and other pay television services. This means that well more than half of these predominantly Spanish-speaking viewers rely on free, over-the-air television as their primary source of news and information.
- Currently, Phoenix and the surrounding area are served by only one full-power Spanish-language television station, while Telemundo's programming is carried on a low power Class A station. This means that Phoenix is the only one of the top ten Hispanic television markets in the U.S. that has only one full-power Spanish-language television station.

Telemundo's Class A Station Is Not an Adequate Substitute for a Full-Power Station

- Many Spanish-speaking residents of Phoenix who do not have cable or satellite service tend to rely more heavily on indoor antennas for their television reception.
- Low power stations do not provide an adequate signal for reception by indoor antennas. This poor reception discourages Hispanic viewers from watching Telemundo's Class A station.
- Even for those Hispanic viewers who do subscribe to cable, Telemundo's Class A station is at a disadvantage as compared to a full-power station because Cox, the largest cable operator in the area, carries Telemundo programming on an expanded basic tier that is much more expensive than their basic tier.

Granting the Proposal Will Create Better Programming Choices for Phoenix's Hispanic Residents, Including Expanded Spanish-Language News Coverage

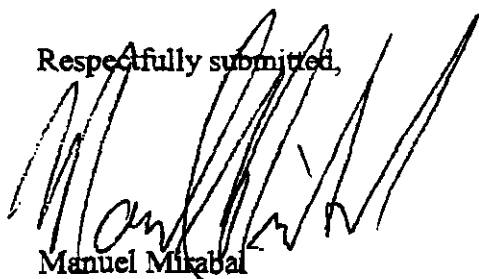
- Phoenix's Hispanic residents need and deserve a choice in full-power over-the-air Spanish-language television stations so that they have access to diverse programming of all types. Granting the proposal will give them that choice for the first time.
- We understand that NBC Telemundo has pledged to air one hour of locally produced Spanish-language news programming Monday through Friday to its broadcast schedule if the proposal is granted.

3 HTTP Letter MB Docket No. 04-312
July 27, 2005

- The vast majority of Spanish-dominant viewers in Phoenix rely on television as their primary source of news and information. Having a choice in locally produced Spanish-language news programming is especially important to these viewers.

For all of the foregoing reasons, we urge the FCC to act quickly to grant the proposal submitted by NBC Telemundo and CTE. Phoenix's Hispanic population need and deserve the choice in Spanish-language programming that the proposal will bring.

Respectfully submitted,



Manuel Mirabal

Chair

Hispanic Technology and Telecommunications Partnership